

Testing campaign plan

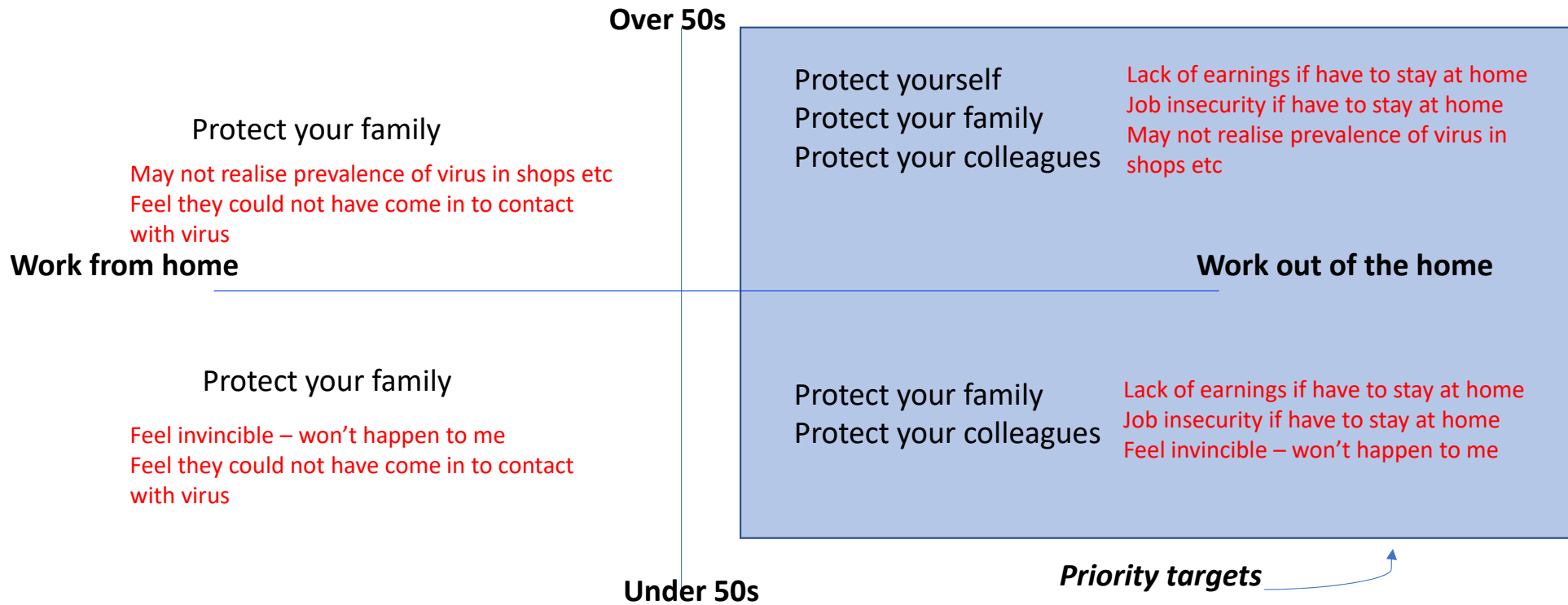
Feb – May 2021

Communications team

Objectives

- Increase asymptomatic testing by X% across the borough
 - From ____ to ____ tests
- Increase testing in groups who are most likely to pass the virus on if they contract it, by X%
 - From ____ to ____ tests
 1. Those who are not able to work from home, incl Council workers & contractors eg Marlborough, Veolia etc
 1. Those whose children still attend school
 2. Supermarket shoppers

Reasons/barriers to get a test



Behaviour change messaging – EAST framework

- Behaviour change, social marketing
 - Use the EAST framework for behaviour change (Easy, Attractive, Social, Timely)
 - Easy
 - Promote ease of getting a test – FREE, walk-in, quick results, how to do the test
 - Work with employers to do the testing at places of work
 - Work with employers to promote job security and grants if test positive
 - Attractive
 - Free
 - Protecting others – knowing you're not being a spreader
 - £500 grant if test positive
 - Normalise other similar people getting a test
 - Demonise those not getting tested (tbc for discussion)
 - Social – make it socially applauded to get a test, and socially unacceptable not to
 - Visibly showing the virus around someone with no test
 - Naming – Don't be a Spreading Sam (tbc for discussion)
 - Timely
 - Advertise to those out of home, when they're out
 - Advertise to those near a test centre and point in the right direction
 - Advertise to people when they are doing an “at risk” activity (eg shopping, in a workplace, on transport)

Advocates – why build advocates and not just stop when someone gets a test?

- 92% of online consumers trust recommendations from their social circles.
- 75% of consumers say that word-of-mouth plays a key role in their purchasing decisions
- Earned media (press, word-of-mouth, peer-to-peer referrals) drives 4x the brand lift as paid media. [Bazaar Voice]
- Peer-to-peer marketing is the leading driver behind 20-50% of all purchasing decisions. [McKinsey]
- 42% of people distrust messages coming directly from brands
- 49% of marketers believe that 20-40% of their leads come from referrals. [Referral Rock]
- 92% of global consumers trust User-generated content and word-of-mouth marketing more than advertising. [Jay Baer]
- Millennials are 115% more influenced by word of mouth than traditional advertising. [Chatter Matters]

Advocate pathway

Stage of customer thinking	Message
Awareness	Test centres are open across the borough
Consideration (we meet a need or desire of customer)	Testing protects people around you
Evaluation	It's free. It's easy. (Apply EAST framework for behaviour change)
Decision	Do it now (CTA on signage near test centres, or at decision location eg work)
Purchase	Welcoming entry to test centre, ease of coming in, obvious safety
Repeat	Encourage to come back regularly when at test centre. EG Spoken message from staff, leaflet to take home, sign up for emails
Loyalty (genuine appreciation of getting tested)	Reinforce their good decision (praise from staff, email thank you – Granicus drip campaign)
Advocacy	Encourage to share their experience. Join a Fb group, share on social media etc)



Channels

Goal	Channel
Easy	Social media (older) – facebook, twitter, videos of how to do the test, partner fb ads with Echo, geo-target ads
	Social media (younger) – youtube, insta, twitter, social influencers
	Print – Oracle, Leigh Times, Echo – ads and editorial weekly (for 6 weeks)
	Top employers – posters in staff rooms, internal comms channels, tests delivered to employers
Attractive	Top employers - promote job security when testing +ve, promote grants
	Social media (all) - tests are free, grant available, sharing of advocates getting tested
Social	Social media, billboards, bin lorry sides, bus stops, media – graphics building social acceptance of getting tested and anti-social of not getting tested
Timely (when ppl are at risk)	Boards on lamp posts of smaller shopping streets near test centres (with directions), posters in supermarkets with local test centres, park and seafront blue boards, bus rears.
Repeating/loyalty	Verbal thanks at test centre, sign up for emails to get free hand sanitiser (run drip campaigns with reminders to get tested and additional reasons to regularly test, as well as local covid updates)
Advocacy	Turning loyal testers into advocates – sharing, discussing, guest blogging, guest writer on resident e-news, Influencers on social media

Budget

- Social media ads – already running and covered
- Social influencer campaign: £10k
- Print ads (Oracle, Echo (print & digital), Leigh Times): £5,887
- Printed material for employers: £1,000
- Bin lorry sides: £8,000
- Bus stop posters & digital: £1,000
- Supermarket posters: £2,000
- Lamp post boards in local shopping areas near test centres: £1,086
- Blue boards at parks and beaches: £
- Leaflet houses in Shoebury tbc: £

Allow £30k total

Timeline

- Feb – Mar – Apr – May
- (tbc)

Look and feel

- Trustworthy
- Friendly

(note the message would be different as per messaging slide, but the look and feel, colours, branding, as per this image)



Measurement

- Number of tests taken
- Number of tests taken by age group (do we collect this?)
- Digital reach – posts, advocacy
- Web traffic to testing page

**“Do you remember when all we worked on was COVID?
Thank goodness the public all pulled together and we’re through it now.”**

SBC comms team, March 2022

Working to make
lives better
www.southend.gov.uk

